

**Claims:**

1. A drink container holding apparatus including an object attachment device adapted for attachment to an object and including a holder engagement means, a drink container holder including attachment device engagement means to engage with the holder engagement means, the holder engagement means and the attachment device engagement means when engaged allowing relative angular movement between the object attachment device and the holder in a selected plane, and the construction and arrangement of the engagement means being such that the holder and the object attachment device can be engaged or disengaged by orientating the holder engagement means and the attachment device engagement means in a pre-determined relative angular disposition in the selected plane and moving the attachment device engagement means and holder engagement means relative to each other in a direction perpendicular to the selected plane to effect engagement or disengagement.
2. A drink container according to claim 1 wherein rotation of the holder relative to the bracket is possible without rotating the attachment device engagement means.
3. A drink container holding apparatus according to claim 1 or claim 2 wherein the holder is rotatable through 360° relative to the object attachment device without said pre-determined relative angular disposition of said holder engagement means and said attachment device engagement means occurring.
4. A drink container holding apparatus according to any one of the previous claims wherein the attachment device engagement means is separable from the holder.

5. A drink container holding apparatus according to any one of the previous claims wherein the holder engagement means includes a receptacle having an entry slot and the attachment device engagement means includes a projection adapted to pass through the entry slot.
10. A drink container holding apparatus according to claim 5 wherein the object attachment device comprises a bracket provided in at least two parts, at least two of the parts containing a recess which provides said receptacle when the parts are attached to each other.
15. A drink container holding apparatus according to claim 6 wherein the parts of the bracket are fastened to each other about a part of the object to which the apparatus is attached in use.
20. A drink container holding apparatus according to claim 7 wherein each said part of the bracket includes a fastening recess adapted to be provided about a part of the object in use.
25. A drink container holding apparatus according to any one of claims 6 to 8 wherein the apparatus includes fastening means for fastening the parts of the bracket together.
30. A drink container holding apparatus according to any one of claims 6 to 9 wherein the projection is provided on a shaft that can pass through the entry slot.
35. A drink container holding apparatus according to claim 10 wherein the receptacle includes support means for receiving and supporting a part of the shaft.
12. A drink container holding apparatus according to claim 10 or claim 11 wherein the projection includes two projecting portions, one portion projecting from either side of the shaft and the projections being substantially opposed.

13. A drink container holding apparatus according to any one of claims 6 to 12 wherein the entry slot is oriented so that it is at an angle of substantially 45 degrees to 90 degrees to the usual orientation of the projection in use.  
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14. A drink container holding apparatus according to any one of the previous claims wherein the holder includes a ring for receiving a drink container.  
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15. A drink container holding apparatus according to any one of the previous claims wherein the holder includes a frame to carry or hold a drink container.  
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16. A drink container holding apparatus according to any one of claims 1 to 5 including a pivot means wherein the holder can pivot relative to the object attachment device in a plane perpendicular to the selected plane.  
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17. A drink container holding apparatus according to any one of claims 1 to 5 wherein the object attachment device comprises an adhesive surface for attachment of the object attachment device to an object.  
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18. A drink container holding apparatus according to any one of claims 1 to 5 wherein the object attachment device comprises a suction cup for attachment of the object attachment device to an object.  
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19. A drink container holding apparatus as claimed in claim 18 wherein the object attachment device includes a lever operable to move at least a part of the suction cup relative to the object attachment device to form a vacuum between the suction cup and a surface of the object to thereby attach the object attachment device to the object.  
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20. A drink container holding apparatus substantially as herein described with reference to Figures 1 and 2.

21. A drink container holding apparatus substantially as herein described with reference to Figures 3 to 10.
- 5 22. A drink container holding apparatus substantially as herein described with reference to Figures 11 to 13.
23. A drink container holding apparatus substantially as herein described with reference to Figures 14 to 17b.